

General Information



International Exhibition Center ABDALI Urban Regeneration Project

The state of the art new Abdali Exhibition Center has a prestigious location at the Al Abdali Urban Regeneration Project, a 34-hectare site, which represents an integrated mixed-use real estate development in the heart of Amman designated to be the new downtown for Jordan's capital. The purpose-built exhibition hall is an ideal venue adjacent to King Hussein street to the North, Nabulsi Street to the south, the existing Parliament building to the east, and Queen Noor Boulevard to the west. The Abdali Exhibition Center is close to more than 25 banks and financial institutions, 16 public institutions, 12 major hotels and 4 commercial centers.

Venue details

- 35,000 square meters total exhibition area
- 24,000 square meters covered exhibition area
- 2,000 ample car parking capacity
- Business offices
- Project management offices
- Fax, Internet and telephone facilities

- 24 hour security

Booking Information

Online Booking:

To book online, please visit www.rebuild-iraq-expo.com and fill out the booking form.

E-mail Booking:

To book via e-mail please write to info@rebuild-iraq-expo.com or fkaddoura@recexpo.com

By Fax:

Please send your booking requirement by Fax to the Show Management at: +966 1 4544846

For further information please contact the organizers:

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THE 3RD INTERNATIONAL REBUILD IRAQ EXHIBITION

REBUILD IRAQ 2006

8 - 11 MAY 2006

INTERNATIONAL EXHIBITION CENTER
ABDALI URBAN REGENERATION PROJECT
AMMAN - JORDAN



Sectors covered:

- Building and Construction • Electricity • Bridges and Railroads • Airports and Seaports
- Telecommunications • Water and Sanitation • Oil and Gas • Health • Agriculture • Education
- Security • Information Technology • Food and Hotels • General Products and Goods

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Iraq still the world's most formidable reconstruction challenge; unmatched trade and investment opportunities up for grabs

Billions of dollars in business development prospects

Traders eyeing Iraq's huge reconstruction process and the billions of business dollars it is generating will be able to display their products once again at the Rebuild Iraq 2006 exhibition. Rebuild Iraq 2006 will underscore the vast scale of reconstruction needs in Iraq: power facilities and electrical grids have to be restored, oil and gas supplies nurtured, airports, roads and schools rebuilt, and seaports transformed. Iraq is in desperate need of a full range of infrastructure related products, services and systems, including: hospital equipment and supplies, security products, road and rail machinery, oil production equipment, and finance and telecom systems.

With a new Iraqi government now in place, work on 324 major projects worth \$43.5 billion - pledged by the interim Iraqi government with funds from Iraq's own oil revenues late last year - is moving ahead. Reconstruction contracts are no longer restricted to a number of countries. Instead, they are gradually being awarded and supervised by Iraqi ministries, a development that has encouraged suppliers and contractors from around the world to come forward and grab a share of the multibillion-dollar redevelopment process. It is estimated that over the next four years, Iraq's new government will be spending more than \$150 billion on reconstruction of key sectors.

Iraq's new government aims for \$33 billion in Foreign Direct Investment; US paying out \$200 million a week to contractors

Iraq's new government believes it can attract \$33 billion in Foreign Direct Investment, adding to the \$33 billion in aid pledged by foreign donors. Meanwhile, US officials overseeing Iraq's reconstruction confirm that projects are moving ahead despite security concerns. They say the US is paying out about \$200 million a week to contractors and that \$5.3 billion out of \$18.4 billion appropriated by the US Congress in 2003 has already been disbursed. A further \$12.9 billion has been 'obligated' - or placed under contract. The overall reconstruction process is progressing rapidly, US officials say.

Be a key player in the world's greatest reconstruction effort

REBUILD IRAQ 2006, the 3rd International Trade Exhibition for the Rebuilding of Iraq, will highlight the most ambitious reconstruction project of our time. It will be the largest and most comprehensive Iraq reconstruction trade event ever held. Jointly organized by the International Fairs and Promotions Group (IFP Group) and the Riyadh Exhibitions Company - two leading exhibition organizers with a successful record of more than 330 internationally-accredited trade shows in the Middle East over the past 25 years - the show will be a model of professionalism.

REBUILD IRAQ 2006 will offer exhibitors an exceptional opportunity to meet buyers and decision-makers from Iraq, Jordan, and across the Middle East. Participants will enjoy direct access to Iraqi and international officials and contractors involved hands-on with reconstruction projects throughout Iraq. Material supply and technical cooperation contracts worth millions of dollars will be signed.



JORDAN: Mega-projects offer huge opportunities for investors and suppliers



The Al Abdali and Zarqa New Garden City projects

The Jordanian National Resources Investment and Development Corporation (MAWARED) and SAUDI OGER have planned the Al-Abdali Urban Regeneration and Zarqa New Garden City Projects. The Al-Abdali Urban Regeneration Project, a 34-hectare site, represents an integrated mixed-use real estate development in the heart of the capital Amman. The project will be developed as the new downtown for Amman. It will incorporate the urban campus of the American University of Jordan. The campus, as an anchor tenant, occupies 20 percent of the site, in addition to a commercial centre and King Hussein Memorial Library, all with emphasis on a pedestrian-friendly environment. A civic plaza on the east end of the site will also link three national landmark buildings adjoining the site: the Houses of the Parliament, the Palace of Justice and King Abdullah I Mosque. In addition, Emaar Properties of the UAE has signed a Memorandum of Understanding (MOU) with Mawared. The agreement focuses on Emaar's interest in investing in a high quality

residential facility within Al Abdali Urban Regeneration Project. Zarqa New Garden City Project involves the development of the military camps site in Zarqa. The project is divided into six construction phases for a 2,500-hectare site, out of which the pilot project constitutes 10% (250 hectare). The project as a whole will provide a new residential city, served by a city centre and an infrastructure network including commercial, cultural, entertainment, and public facilities. The Zarqa New Garden City is the largest planned urban project in the history of Jordan. It will provide a new and comprehensive residential city served by a city centre and an infrastructure network including commercial, cultural, entertainment and public facilities. The commercial environment will include offices, restaurants, shops, open commercial plazas, recreational areas and other supporting facilities. Bab Al-madina Souq, a gateway to the commercial heart of the 'Zarqa New Garden City' with 3.5km long pedestrian and commercial spine, is located within a civic plaza, which also accommodates the proposed Zarqa Grand Mosque.

The Jordan Gate Royal Metropolis

Jordan's economic boom has spawned a slew of mega-real estate projects across the country, among them the Gulf Finance House (GFH)-initiated Jordan Gate project, a \$1 billion, futuristic Royal Metropolis development plan comprising two high-rise towers connected to a shopping mall and services area. The structure will span a total area of 28,500 square meters and encompass a built-up area of approximately 220,000 square meters. It will expand Jordan's potential as a hub for lucrative economic investment in key industry sectors and will help consolidate the progressive set of reforms instituted by Jordan's forward-looking leadership.

Saraya Aqaba

The \$362 million mega-tourism Saraya Aqaba project will expand the beachfront of Jordan's hugely-popular Aqaba Dead Sea resort, thereby enhancing the region's physical, economic and social appeal, and fuelling growth in Jordan's ever-more sophisticated tourism sector.

Key Iraqi Sector Needs: Associated Investment Opportunities

Construction

Infrastructure and Housing

Across Iraq, there is pressing demand for major construction work and for the rehabilitation of existing structures. A total of 1,578 new construction projects are currently underway in Iraq. They are designed to satisfy a need for community services and incorporate improvements to water supply systems - including pumping and water lifting stations. Since Iraq lacks housing, and much of the housing that does exist is of low quality, the country's housing construction market is brimming with investment potential. In a recent Iraq housing problem study, the director-general of the Iraqi Housing Fund indicated that the country needed two million housing units in 2005 and 2006 alone if the growing housing crisis was to be contained. Parallel efforts to stem the crisis are being exercised by the Iraqi Housing Fund (Capital: \$340 million). All parties are now focused on getting Iraqi companies, as well as the country's new ministries, involved, and on placing all contracting procedures under the authority of Iraq's Construction Ministry. The need for new and repaired roads and bridges is no less urgent. Iraq's airports, ports and outdated railways also require restoration on a massive scale. The country's General Railway Company investment plan for 2005 and 2006 foresees the implementation of a host of projects worth \$5 billion in total. Among them is the establishment of a railroad linking Baghdad and other Iraqi provinces. The country's communications systems also need to be updated with sophisticated wireless equipment.



Power & Electricity

Ministry of Electricity envisages 200 power projects, worth \$6 billion, in 2006 alone

Restoring a reliable power system is one of the new Iraqi government's most urgent priorities. Iraq may need as much as \$50 billion over the next five years to update its electricity grid and build new power plants. The country has a current power capacity of 5,500 megawatts but the government's target is 25,000 megawatts within the next five years. The Ministry of Electricity has drawn up a list of 200 power projects, worth \$6 billion, for 2006 alone. A significant portion of the hoped-for power will be provided by private companies. In fact, the ministry recently kicked off the bidding process for international companies interested in building three new power plants on a build-operate-own (BOO) basis. The government will retain the right to electricity distribution and sales. Among the many bidders was Japan, which won a \$100 million contract to build a power plant in the southern Iraqi city of Samawa. The 60-megawatt thermal power plant is Japan's first major infrastructure project in Iraq.

Oil & Gas

Iraq unveils 10-year, multi-billion-dollar plan to boost oil output
Iraq has announced an ambitious 10-year plan to triple oil production to six million barrels per day (bpd) by 2015, saying this will require some \$20 billion in foreign investment. Increase in output, from the



current level of 1.8 million bpd, would occur in two phases. First, oil production would rise to 3.5-4.0 million bpd by 2010, and then to 5.5-6.0 million bpd by 2015. With proven reserves of 115 billion barrels and probable reserves estimated at 200 billion barrels or more, Iraq stands second only to Saudi Arabia as a sustained supplier of oil to world markets for the next century. Iraq's oil exports still make up 98% of its total exports. Iraq has allocated \$3 billion from the 2005-2006 budget to the rebuilding of its oil industry. Foreign firms will play a major role in the undertaking, especially on the supply and engineering side. Projects, which until recently have mostly lacked funding, include: oil and gas production expansion, refinery and pipeline network overhauls, new refinery construction, and oilfield development and exploration. Iraq hopes to add to the \$3 billion budget allocation funds generated through arrangements with oil majors - in particular production-sharing deals over some of the largest oilfields in the world.

Agriculture & Water

Farming mechanization program planned

Thanks to abundant land and water resources, Iraq's agricultural sector is the largest in the country's economy and is bursting with potential. However, a lack of farm machinery and profit incentive, water shortages and low technology uptake must be addressed if production is to be revitalized, income and employment stimulated, and natural resources - including water and reclaimed soil - rehabilitated. As a first step,



the Ministry of Agriculture (MOA) and the United States Agency for International Development (USAID), through an Agricultural Reconstruction and Development Program for Iraq (ARDI), are working to improve Iraqi farming mechanization, with the help of Iraqi companies. The Case New Holland Iraq (CNHI) company - a new joint venture between two Iraqi businesses with nationwide presence - is the first participant in the ARDI mechanization program. Several other local companies are expected to follow. Under the program, an inventory of non-operating farm equipment in the country will be conducted. Together, the MOA, the ARDI and CNHI will carry out a survey of Case New Holland equipment in six regions: Baghdad, Basra, Arbil, Kirkuk, Mosul, and Karbala. These regions are believed to possess over about 4,000 tractors and 1,000 combines.

Health and Education

Iraq's healthcare system in need of \$1.6 billion over next 3 years
Iraq's health care system is in bad shape. It suffers from a lack of equipment, depletion of trained professionals and poor standards. The provision of basic health services, administration of vaccines, treatment of malnutrition, reduction of high child mortality rates, acquirement of medical equipment and supplies, and training of health care professionals are all urgent requirements. According to Iraqi officials, \$1.6 billion will have to be spent on rebuilding the healthcare system over the next three years. The Ministry of Health has announced plans to establish 150 health centers in Baghdad and across



Iraq's provinces by the end of 2006. A reported \$700 million is to be spent on healthcare sector construction and medical equipment. Iraq's education sector is in need of a total makeover, with particular attention paid to all components of teacher quality. Enrollment must be increased, material provided and teachers trained. Iraqi Minister of Housing & Construction Jasem Mohammad Jaafar has announced that over the next two years Iraqi schools will be rehabilitated. According to a construction and rehabilitation plan drawn up by the Housing & Construction Ministry in conjunction with the Ministry of Education, 310 schools are to be built throughout Iraq. The plan also outlines proposals to transform presidential palaces into cultural and tourism sites and to establish three compounds in mid-, southern and northern Iraq. Ministerial boards are already coordinating with companies over the initiation of unimplemented projects.

Telecommunications & Information Technology

Iraq's mobile network thriving; E-Government on the way
The establishment of a functioning, revamped telecoms system is another Iraq reconstruction priority. Investment in the country's mobile phone sector, Internet network and media outlets has paid off. Iraqis now enjoy the benefits of a cellular network in both their business, and private, lives. The prospect of mobile network expansion and cellular phone market development has invited more promising investment. Increased Internet use and official plans to establish e-government



IRAQ RECONSTRUCTION NEEDS UNTIL 2007

Local administration & civil society	\$300 million
Health, education & employment	\$7 billion
Infrastructure	\$11 billion
Electricity	\$13 billion
Agriculture and water resources	\$3 billion
Security and police	\$5 billion
Oil	\$8 billion
Culture	\$1.5 billion

have boosted Iraq's hardware and software markets. E-government efforts have been headed by the Ministry of Water Resources. The e-government network would use V-SA - one of the Internet satellite systems that secures inter-governmental contacts throughout the country. U.S.-based iDirect Technologies, a mid-sized broadband satellite technology company manufacturing central hubs and remote satellite routers, has supplied equipment to 15 commercial satellite service providers in Iraq using its hub technology and offering broadband IP services. US-based satellite services provider Constellation Networks Corporation (CNC) is active in Iraq as a provider of voice, video, fax and broadband Internet services. The company specializes in providing broadband access to regions lacking traditional technological infrastructure. US-based Altiris Inc. is helping rebuild and secure Iraq's computer network. The software company is giving the Iraqi government the technological grip it needs to monitor and manage its myriad servers and workstations scattered throughout Iraq.

General products, goods and services

Day-to-day needs of the Iraqi people are also highlighted by demand for: consumer goods - especially household goods and cosmetics, consumer services, leisure, entertainment and tourism expertise, auto parts and tools, paper, plastics, packaging equipment and material, and printing and publishing technology.



REBUILD IRAQ 2004-2005 a smashing success



REBUILD IRAQ 2004 an overwhelming success

Rebuild Iraq 2004 exhibition hosted 29 country pavilions from Austria, Belgium, Bulgaria, Canada, China, the Czech Republic, Denmark, Germany, Hungary, India, Iran, Italy, Korea, Kuwait, Macedonia, Malaysia, Pakistan, Poland, Romania, Saudi Arabia, Serbia, Spain, Sweden, Taiwan, Thailand, Turkey, the UAE, the UK and the USA. Other countries represented included Bahrain, Bangladesh, Cyprus, Egypt, France, Greece, Hong Kong, Lebanon, Lithuania, Luxembourg, Malta, the Netherlands, Nigeria, Oman, Qatar, Russia, Switzerland and Syria. The exhibition received strong

support from Iraqi businessmen and a variety of Iraqi associations. Rebuild Iraq 2004 emerged as the World's largest gathering of its type of professionals interested in participating in the rebuilding and redevelopment programs of Iraq. Kuwaitis 35,000 sqm official fair grounds venue was fully sold out, including the extra temporary structures that were added to accommodate the unprecedented demand. Over 1,400 companies from 48 nations took part. Twenty Nine National Pavilions participated at the show. Each of the large official pavilions was a full exhibition by itself, offering a full range of products, technologies and solutions from all corners of the globe. Over 15,000 visitors attended



the 5-day event. Most visitors originated from Kuwait, Saudi Arabia, UAE, Bahrain, Qatar, Syria, Jordan, and Egypt. Scores of top international executives flew in from various parts of the world especially to visit the show. Visitor categories included engineers, contractors, consultants, importers, project developers and industrialists.

Rebuild Iraq 2004 Conference

Representatives of the Coalition Provisional Authority (CPA), the Iraqi Businessmen's Council and the American Embassy in Kuwait were all actively involved in advising on the Strategic Conference on Doing Business in Iraq, held concurrently with Rebuild Iraq 2004, from 20 to 21 January.



Rebuild Iraq 2005: believed to be the largest ever to take place in Jordan

The Rebuild Iraq 2005 exhibition and conference was a smashing success. 13,374 visitors attended the exhibition including 4,000 from Iraq alone. The exhibition was also exceptional by its VIP visitor turnout comprising ambassadors, commercial counselors, government officials from Jordan and Iraq, as well as businessmen and commercial delegations from 55 countries. It attracted more than

986 exhibitors from 44 countries. Participants forged access not only to the Iraqi market but also to Jordan and other countries across Middle East. An evaluation questionnaire was distributed to all exhibitors. Out of 986 exhibitors 502 responded. 95% said the exhibition was very efficient and they were satisfied. Trade offers have been received by 73% of the respondents. 136 exhibitors representing 27% of the exhibitors that responded to the questionnaire and 14% of the total exhibitors said trade deals valued at \$279.5 million have been signed with buyers. Regarding the question about the quality of visitors rated from 1-10, the average rating of 392 exhibitors was 8.37. 40% of exhibitors said they received more than 50 Iraqi visitors at their stand, while 31% received between 21 and 50 visitors.

79% of the exhibitors expressed their wish to book space again at Rebuild Iraq 2006.

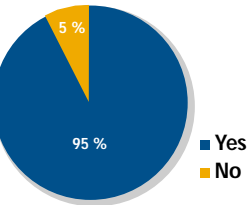
Rebuild Iraq 2005 conference: A big occasion for networking and cooperation

During the two days of the conference at Zara Auditorium in Grand Hyatt Hotel, Amman, 27 officials, experts, keynote speakers and more than 300 delegates discussed the issues of policies shaping trade and investment in Iraq, the business environment, security, transportation, ports and borders, the banking infrastructure, commercial and investment laws, contracts and opportunities under US government funded projects, Iraqi government projects and the role of the Iraqi private sector. The success of the conference had a big impact on all participants.

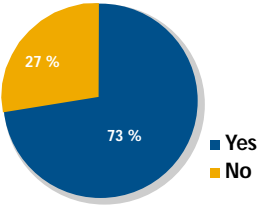
EXHIBITOR SURVEY

The organizers of Rebuild Iraq 2005 distributed a total of 986 survey forms to exhibitors. A total of 502 forms were collected by the closing hour of the last day. Results shown herebelow represent an accurate summary of the survey.

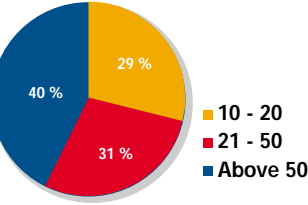
Was your participation at REBUILD IRAQ 2005 worthwhile?



Did you receive any orders at the show which you attribute to your participation?



Number of Iraqi visitors received at your stand.



The total value of orders received during the show that were indicated by 136 Exhibitors (27% of the total 502 survey forms received by the organizers) from 42 Countries, totalled **US\$ 279,440,000.00** (U.S. Dollars Two Hundred Seventy Nine Million Four Hundred Forty Thousand).

International Official Support for Rebuild Iraq Exhibition

Organized by IFP Group , 8- 11 May 2006 Amman Jordan



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